What is Claimed is:

1. A computer-based decision making method for selecting a choice from a plurality of choices, comprising:

displaying to a user a set of criteria that pertain to the plurality of choices;

accepting user selection of at least a subset of the criteria;

accepting user input of weights for the criteria that were selected;

accepting user input of a numeric rating for the criteria that were selected, for each of the plurality of choices;

calculating a score for each choice by summing the products of the numeric rating and the weight for the criteria that were selected; and

displaying at least one of the choices based on the scores that were calculated.

2. A method according to Claim 1 wherein accepting user input of weights for the criteria that were selected comprises:

displaying to the user different interpretations that a selected criterion may have; and

accepting user input as to a desired interpretation for the selected criterion.

3. A method according to Claim 1 wherein the following is performed prior to calculating a score for each choice:

scaling the weights.

4. A method according to Claim 1 wherein displaying to a user a set of criteria that may pertain to the plurality of choices comprises:

displaying the set of criteria arranged in groups of criteria.

5. A method according to Claim 1 wherein displaying at least one of the choices based on the scores that were calculated comprises:

displaying a ranking of the plurality of choices based on the scores.

6. A method according to Claim 1 further comprising:

analyzing the criteria that were selected, the weights and/or the scores for a

plurality of users.

7. A computer system for selecting a choice from a plurality of choices, comprising:

means for displaying to a user a set of criteria that pertain to the plurality of choices;

means for accepting user selection of at least a subset of the criteria;

means for accepting user input of weights for the criteria that were selected;

means for accepting user input of a numeric rating for the criteria that were selected, for each of the plurality of choices;

means for calculating a score for each choice by summing the products of the numeric rating and the weight for the criteria that were selected; and

means for displaying at least one of the choices based on the scores that were calculated.

8. A system according to Claim 7 wherein the means for accepting user input of weights for the criteria that were selected comprises:

means for displaying to the user different interpretations that a selected criterion may have; and

means for accepting user input as to a desired interpretation for the selected criterion.

9. A system according to Claim 7 further comprising:

means for scaling the weights.

10. A system according to Claim 7 wherein the means for displaying to a user a set of criteria that may pertain to the plurality of choices comprises:

means for displaying the set of criteria arranged in groups of criteria.

11. A system according to Claim 7 wherein the means for displaying at least one of the choices based on the scores that were calculated comprises:

means for displaying a ranking of the plurality of choices based on the scores.

12. A system according to Claim 7 further comprising:

means for analyzing the criteria that were selected, the weights and/or the scores for a plurality of users.

13. A decision making computer program product that is configured to select a choice from a plurality of choices, the computer program product comprising a computer usable storage medium having computer-readable program code embodied in the medium, the computer-readable program code comprising:

computer-readable program code that is configured to display to a user a set of criteria that pertain to the plurality of choices;

computer-readable program code that is configured to accept user selection of at least a subset of the criteria;

computer-readable program code that is configured to accept user input of weights for the criteria that were selected;

computer-readable program code that is configured to accept user input of a numeric rating for the criteria that were selected, for each of the plurality of choices;

computer-readable program code that is configured to calculate a score for each choice by summing the products of the numeric rating and the weight for the criteria that were selected; and

computer-readable program code that is configured to display at least one of the choices based on the scores that were calculated.

14. A computer program product according to Claim 13 wherein the computer-readable program code that is configured to accept user input of weights for the criteria that were selected comprises:

computer-readable program code that is configured to display to the user different interpretations that a selected criterion may have; and

computer-readable program code that is configured to accept user input as to a desired interpretation for the selected criterion.

15. A computer program product according to Claim 13 further

comprising:

computer-readable program code that is configured to scale the weights.

16. A computer program product according to Claim 13 wherein the computer-readable program code that is configured to display to a user a set of criteria that may pertain to the plurality of choices comprises:

computer-readable program code that is configured to display the set of criteria arranged in groups of criteria.

17. A computer program product according to Claim 13 wherein the computer-readable program code that is configured to display at least one of the choices based on the scores that were calculated comprises:

computer-readable program code that is configured to display a ranking of the plurality of choices based on the scores.

18. A computer program product according to Claim 13 further comprising:

computer-readable program code that is configured to analyze the criteria that were selected, the weights and/or the scores for a plurality of users.